

## ORDER



**Orders**  
**Order / Rev:** 184187  
**Alt Order #:**  
**Product Desc:** Priorities USA Action  
**Estimate:** 1562  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 08/08/12 / 08/08/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency**  
**Name:** Mundy Katowitz Media  
**Buying Contact:**  
**Billing Contact:**  
 1322 G. Street SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/Priorities USA Action  
**Demographic:** A25-54  
**Product Codes:** PL23-Issue/Prop  
**Priority:** P2  
**Revenue Codes:** POL, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	34	\$32,800.00	\$27,880.00
10/01/12	10/01/12	6	\$4,700.00	\$3,995.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	34	\$32,800.00	\$27,880.00	0.00
October 2012	6	\$4,700.00	\$3,995.00	0.00
<b>Totals</b>	<b>40</b>	<b>\$37,500.00</b>	<b>\$31,875.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KMGH	09/25/12	10/01/12	6-7A News M-F/KMGH	CA	6A-7A	11111--	:30	5	\$750.00	P2	0.00	NM	5	\$3,750.00
6-7A News <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 11111-- 5 \$750.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 4 <MGH 09/25/12-10/01/12 6-7A News M-F/KMGH 6A-7A MTWThF--- :30 \$750.00 0.00 NM															
E 2	KMGH	09/25/12	10/01/12	GMA M-F 7-9A / KMGH	CA	7A-9A	11111--	:30	5	\$850.00	P2	0.00	NM	5	\$4,250.00
GMA M-F 7-9A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 11111-- 5 \$850.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 6 <MGH 09/25/12-10/01/12 GMA M-F 7-9A / KMGH 7A-9A MTWThF--- :30 \$850.00 0.00 NM															
E 3	KMGH	09/25/12	10/01/12	Inside Edition 9A	CA	9A-930A	111----	:30	3	\$500.00	P1	0.00	NM	3	\$1,500.00
Inside Edition 9A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 111---- 3 \$500.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 3 <MGH 09/25/12-10/01/12 Inside Edition 9A 9A-930A MTW----- :30 \$500.00 0.00 NM															
E 4	KMGH	09/25/12	10/01/12	Millionaire 930A	CA	930A-10A	11111--	:30	5	\$500.00	P2	0.00	NM	5	\$2,500.00
Millionaire <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/25/12 10/01/12 11111-- 5 \$500.00 0.00															
E 5	KMGH	09/26/12	09/28/12		CA	11A-12P	--1-1--	:30	2	\$800.00	P1	0.00	NM	2	\$1,600.00

Order / Rev: 184187  
 Alt Order #:  
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Issue/Priorities USA Action  
 Product Desc: Priorities USA Action  
 Estimate: 1562  
**KMGH**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11A-12P News/KMGH															
11A-12P News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-- 1- 1--					2	\$800.00		0.00			
E 6	KMGH	09/27/12	10/01/12	3P-4P M-F Rotator/KMGH	CA	3P-4P	1-- 1---	:30	2	\$700.00	P2	0.00	NM	2	\$1,400.00
3PM News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	1-- 1---					2	\$700.00		0.00			
E 7	KMGH	09/26/12	09/28/12	DR. OZ - 4PM	CA	4P-5P	-- 1- 1--	:30	2	\$800.00	P1	0.00	NM	2	\$1,600.00
Dr. Oz															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-- 1- 1--					2	\$800.00		0.00			
E 8	KMGH	09/25/12	09/27/12	5-530P News M-F/KMGH	CA	5P-530P	- 1- 1---	:30	2	\$1,000.00	P2	0.00	NM	2	\$2,000.00
5-530P News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- 1- 1---					2	\$1,000.00		0.00			
E 9	KMGH	09/25/12	09/25/12	6p-630p JEOPARDY (M-F)	CA	6P-630P	- 1-----	:30	1	\$3,400.00	P1	0.00	NM	1	\$3,400.00
6P-630P JEOPARDY (M-F)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- 1-----					1	\$3,400.00		0.00			
E 10	KMGH	09/27/12	09/27/12	630-7P WHEEL (M-F)	CA	630-7P	--- 1---	:30	1	\$3,400.00	P1	0.00	NM	1	\$3,400.00
630-7p WHEEL (M-F)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	--- 1---					1	\$3,400.00		0.00			
E 11	KMGH	09/26/12	09/28/12	10P NEWS - M-F/SU	CA	10P-1037P	-- 1- 1--	:30	2	\$2,600.00	P1	0.00	NM	2	\$5,200.00
10P NEWS (M-F/SU)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	-- 1- 1--					2	\$2,600.00		0.00			
E 12	KMGH	09/27/12	10/01/12	Nightline	CA	1037P-1103P	1-- 1---	:30	2	\$1,400.00	P1	0.00	NM	2	\$2,800.00
Nightline															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	1-- 1---					2	\$1,400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KMGH	09/25/12-10/01/12		Nightline			1037P-1103P	M--Th-----	:30	\$1,400.00		0.00	NM		
E 13	KMGH	09/25/12	09/26/12	Jimmy Kimmel	CA	11:03P-12:07A	- 11----	:30	2	\$400.00	P2	0.00	NM	2	\$800.00
Jimmy Kimmel															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- 11----					2	\$400.00		0.00			
E 14	KMGH	09/28/12	09/28/12	M-F 12:07A (M-F)	CA	12:07A-12:37A	---- 1--	:30	1	\$150.00	P2	0.00	NM	1	\$150.00
M-F 1207AM (M-F)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	---- 1--					1	\$150.00		0.00			
E 15	KMGH	09/29/12	09/29/12	7-9a Sat Morning News	CA	7A-9A	----- S-	:30	1	\$650.00	P1	0.00	NM	1	\$650.00
7-9a Sat Morning News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	----- S-					1	\$650.00		0.00			
E 16	KMGH	09/29/12	09/29/12	10P NEWS - SAT	CA	10P-1037P	----- S-	:30	1	\$1,000.00	P2	0.00	NM	1	\$1,000.00
10P NEWS (SAT)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	----- S-					1	\$1,000.00		0.00			
E 17	KMGH	09/30/12	09/30/12	ABC GMA SUN	CA	Sun GMA 6A-7A	----- S	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
GMA SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	----- S					1	\$300.00		0.00			
E 18	KMGH	09/30/12	09/30/12	7A-8A SUN MORN NEWS	CA	7A-8A	----- S	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
7A-8A SUN MORN NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	----- S					1	\$350.00		0.00			
E 19	KMGH	09/30/12	09/30/12		CA	5P-6P	----- S	:30	1	\$850.00	P1	0.00	NM	1	\$850.00

